

Message Text

UNCLASSIFIED

PAGE 01 BOGOTA 01732 01 OF 08 241947Z

ACTION ARA-10

INFO OCT-01 ISO-00 AID-05 CIAE-00 EB-08 FRB-01 INR-07
NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06 SP-02 CIEP-02
LAB-04 SIL-01 OMB-01 AGRE-00 FEA-01 STR-04 OES-06
EPA-04 INT-05 CU-04 /091 W
-----242138 031681 /63

R 232001Z FEB 77

FM AMEMBASSY BOGOTA

TO SECSTATE WASHDC 58

USDOC WASHDC

UNCLAS SECTION 1 OF 8 BOGOTA 1732

E.O. 11652: N/A

TAGS: BEXP, AFSP, CO

SUBJECT: FY 1978 COUNTRY COMMERCIAL PROGRAM

REF: (A) 76 STATE A-5960 (B) 76 STATE 306159 C. 76 STATE
292385 (D) 76 BOGOTA 3726 (E) 76 STATE 54879

THE FOLLOWING IS A DRAFT OF RECOMMENDATIONS FOR SECTION II,
III, AND IV OF THE FY 1978 CCP FOR COLOMBIA:

SECTION II - PERSONNEL RESOURCE LIST

1.0 ECONOMIC/COMMERCIAL PERSONNEL

1.1 GENERAL PROGRAM

AMEMBASSY BOGOTA

- FSO-3: E/C OFFICER - STEPHEN GIBSON, COUNSELOR FOR
ECONOMIC AND COMMERCIAL AFFAIRS

- FSO-4: E/C OFFICER - COMMERCIAL ATTACHE.

- FSO-4: E/C OFFICER - JOHN PENFOLD, ECONOMIC OFFICER

-FSO-6: E/C OFFICER - LEON, ASSISTANT COMMERCIAL ATTACHE, CHIEF,
OPERATIONS UNIT.

- FSO-7: E/C OFFICER - JACK ORLANDO, ASSISTANT COMMERCIAL
ATTACHE, CHIEF MARKET ANALYSIS UNIT.

-FSS-8: SECRETARY - ALBA MIZDAL

-FSS-6: SECRETARY - LUCY HILFORD

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BOGOTA 01732 01 OF 08 241947Z

-FSL-12: ECONOMIC/COMMERCIAL SPECIALIST I - LUZ DE HERNANDEZ

-FSL-12: SENIOR ECONOMIC/COMMERCIAL SPECIALIST - LUIS
ROCA

-FSL-11: ECONOMIC/COMMERCIAL SPECIALIST I - RICARDO ALDANA

-FSL-11: SENIOR MARKET ANALYST - MARIO CEDIEL

-FSL-10: ECONOMIC COMMERCIAL SPECILIST II - AMERICO
RIOS

-FSL-10: MARKET ANALYST - MAGDALENA DE USCATEGUI
-FSL-10: ECONOMIC COMMERCIAL SPECIALIST II, COMMERCIAL
LIBRARIAN - AMALIA RAMIREZ
-FSL-8: ADMINISTRATIVE ASSISTANT - SOLEDAD DE SALGUERO
-FSL-6: EXECUTIVE SECRETARY - ANA MARIA HIDALGO

AMCONSULATE MEDELLIN
-FSO-3: E/C OFFICER - JOSEPH L. SMITH, PRINCIPAL OFFICER
-FSL-10: COMMERCIAL ASSISTANT, ALICIA GONZALEZ

AMCONSULATE CALI
-FSL-11: COMMERCIAL ASSISTANT, JULIO DE SOTO

AMCONSULATE BARRANQUILLA
-FSL-9: COMMERCIAL ASSISTANT, ERNESTO PRENCKE
2.0 CONTRIBUTORY PERSONNEL

AMERICAN EMBASSY
PUBLIC AFFAIRS OFFICER - DONALD GILMORE
AGRICULTURAL ATTACHE - ALFRED PERSI

AMCONSULATE CALI
-FSO-4: ROY APEL, PRINCIPAL OFFICER

AMCONSULATE BARRANQUILLA
-FSS-1: GEORGE PETERSON, PRINCIPAL OFFICER
SECTION III - CAMPAIGN DEVELOPMENT
CAMPAIGN NUMBER 1 PRIORITY RANK 1
CAMPAIGN TITLE: GENERAL INDUSTRIAL EQUIPMENT AND
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BOGOTA 01732 01 OF 08 241947Z

MACHINERY.
CAMPAIGN MANAGER: COMMERCIAL ATTACHE, JACK ORLANDO, AND
LEON WEINTRAUB.
OBJECTIVE AND RATIONALE: THIS CAMPAIGN INCLUDES TARGET
AND BEST PROSPECT INDUSTRIES, METALWORKING EQUIPMENT,
PGA EQUIPMENT, MATERIALS HANDLING EQUIPMENT, BUSINESS
EQUIPMENT AND SYSTEMS, PROCESS CONTROL INSTRUMENTATION,
PLASTICS FORMING EQUIPMENT, COMPUTERS AND ELECTRONIC
COMPONENTS, TEXTILE EQUIPMENT, HEALTH CARE EQUIPMENT,
AND MISCELLANEOUS INDUSTRIAL EQUIPMENT. THESE ARE
INDUSTRIAL SECTORS WHICH PRESENT DYNAMIC GROWTH POS-
SIBILITIES OVER THE NEXT FEW YEARS AND WILL BE THE
LEADING EDGE OF COLOMBIA'S INDUSTRIAL GROWTH. CAPITAL
EQUIPMENT IMPORT LIBERALIZATION POLICIES CURRENTLY IN
EFFECT, SHOULD CONTINUE THROUGH 1978 AS THE GOVERNMENT
TAKES ADVANTAGE OF INCREASED FOREIGN EXCHANGE EARNINGS
GENERATED BY COFFEE EXPORTS TO ALLOW INCREASED HIGH-
TECHNOLOGY CAPITAL GOOD IMPORTS WHICH WILL SPUR
INDUSTRIAL GROWTH. SIGNIFICANT OPPORTUNITIES SHOULD

DEVELOP FOR U.S. COMPANIES SUPPLYING GENERAL INDUSTRIAL EQUIPMENT AS A RESULT OF THIS PROJECTED ECONOMIC GROWTH COUPLED WITH CONTINUED LIBERALIZATION OF IMPORT POLICIES.

GENERAL INDUSTRIAL EQUIPMENT WILL BE HIGHLIGHTED AT THE U.S. PAVILION IN THE 1978 BOGOTA INTERNATIONAL FAIR. THIS FAIR IS AN EXCELLENT VEHICLE FOR INTRODUCING PRODUCTS INTO THE COLOMBIAN MARKET.

ALSO, SEVERAL TRADE PROMOTION EVENTS DURING FY 1978 WILL PRESENT EXCELLENT OPPORTUNITIES TO PROMOTE U.S. PRODUCTS AND TECHNOLOGY. THESE EVENTS INCLUDE: PLASTICS FORMING EQUIPMENT TRADE MISSION, OCT. 1977; BUILDING AND CONSTRUCTION EQUIPMENT TRADE MISSION, MARCH 1978; PRINTING AND GRAPHIC ARTS EQUIPMENT TRADE MISSION, JUNE 1978; EDUCATIONAL TRAINING MATERIALS TECHNICAL SALES SEMINAR, JUNE 1978; AND A POSSIBLE METALWORKING TRADE MISSION SPONSORED BY THE NATIONAL MACHINE TOOL BUILDERS ASSOCIATION.

UNCLASSIFIED

UNCLASSIFIED

PAGE 04 BOGOTA 01732 01 OF 08 241947Z

OTHER CAMPAIGN HIGHLIGHTS INCLUDE RECRUITING AND LEADING THREE FOREIGN BUYERS GROUPS.

CAMPAIGN ACTIONS:

CUMULATIVE MILESTONES

DEC MAR JUN SEP

31 31 30 30

1. CONCLUDE THREE DESK TYPE 1 2 3 6

MARKET RESEARCH STUDIES

ON PROMISING SUBSECTORS

OF GENERAL INDUSTRIAL EQUIPMENT

(SEE APPENDIX A)

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 BOGOTA 01732 02 OF 08 241953Z

ACTION ARA-10

INFO OCT-01 ISO-00 AID-05 CIAE-00 EB-08 FRB-01 INR-07

NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06 SP-02 CIEP-02

LAB-04 SIL-01 OMB-01 AGRE-00 FEA-01 STR-04 OES-06

EPA-04 INT-05 CU-04 /091 W

-----242136 031748 /63

R 232001Z FEB 77
FM AMEMBASSY BOGOTA
TO SECSTATE WASHDC 59
USDOC WASHDC

UNCLAS SECTION 2 OF 8 BOGOTA 1732

E.O. 11652: N/A
TAGS: BEXP, AFSP, CO
SUBJECT: FY 1978 COUNTRY COMMERCIAL PROGRAM

REF: (A) 76 STATE A-5960 (B) 76 STATE 54879

2. MAKE 15 MULTI-PURPOSE, KEY 10 15
PROSPECTS CALLS TO
GENERATE INTEREST IN THE
MARCH BUILDING AND CONSTRUCTION
EQUIPMENT TRADE MISSION

3. HOST BUILDING AND CONSTRUCTION
EQUIPMENT TRADE MISSION X

4. PUBLIC 10 "NEW PRODUCT" 3 6 9 10
ARTICLES IN THE COMMERCIAL
NEWSLETTER

5. CONTACT REPS OF U.S. X
FIRMS REGARDING PARTICIPATION
IN U.S.
PAVILION AT XII INTERNA-
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BOGOTA 01732 02 OF 08 241953Z

TIONAL FAIR OF BOGOTA.
WORK WITH USDOC TO
ENCOURAGE NTM
PARTICIPANTS

6. PREPARE 2 PRESS RELEASES, X
INITIATE
DIRECT MAIL CAMPAIGN AND
ORGANIZE FBG TO ATTEND
AUTOMOTIVE PARTS AND
ACCESSORIES SHOW, CHICAGO,
ILL. NOVEMBER 15-17, 1977.

7. VISIT 45 MAJOR FIRMS AND 10 20 35 45
TRADE ASSOCIATES PROMOT-
ING EMBASSY COMMERCIAL
SERVICES AND THE U.S.

PAVILION

8. CONDUCT COMMERCIAL SERVICES 1 2 3 4
SEMINARS OUTSIDE OF
BOGOTA. USE USIS FILMS ON
"MARKETPHASE USA".

9. ISSUE 5 PRESS RELEASES ON 1 3 5
THE U.S. PAVILION, XII
BOGOTA INTERNATIONAL FAIR

10. MAKE 15 MULTUPUPOSE KEY 10 15
CALLS TO GENERATE INTEREST
IN THE JUNE PGA EQUIPMENT
TRADE MISSION

11. MAKE 15 MULTIPURPOSE KEY 10 15
CALLS TO GENERATE INTEREST
IN THE JUNE EDUCATIONAL
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BOGOTA 01732 02 OF 08 241953Z

TRAINING MATERIALS SALES
SEMINAR, JUNE 1978.

12. SUBMIT 40 TRADE OPPORTUNITIES 10 20 30 40

13. CONFIRM 50 U.S. COMPANIES/ 25 50
REPRESENTATIVES AS PARTIC-
IPANTS IN THE XII BOGOTA
INTERNATIONAL FAIR.

14. PROMOTE AND HOST PRINTING
AND GRAPHIC ARTS EQUIPMENT
TRADE MISSION, JUNE 1978.

15. PROMOTE AND HOST EDUCATION-
AL TRAINING MATERIALS
TECHNICAL SALES SEMINAR,
JUNE 1978.

16. PROMOTE AND HOST POSSIBLE DATES UNKNOWN
NMTB METALWORKING TRADE
MISSION

17. HOST PROCUT LITERATURE X
DISPLAY IN MEDELLIN

18. HOST PRODUCT LITERATURE X
DISPLY IN CALI

19. HOST PRODUCT LITERATURE X
DISPLAY IN BARRANQUILLA

20. ORGANIZE U.S. PAVILION AT X
THE XII BOGOTA INTERNA-
TIONAL FAIR, JULY 1978

UNCLASSIFIED

UNCLASSIFIED

PAGE 04 BOGOTA 01732 02 OF 08 241953Z

21. PREPARE 2 PRESS RELEASES X
NEWS ARTICLES INITIATE
DIRECT MAIL CAMPAIGN,
AND ORGANIZE FBG TO
ATTEND NATIONAL HARDWARE
SHOW, AUGUST 14-17, 1978

22. PREPARE 2 PRESS RELEASES/
NEWS ARTICLES, INITIATE X
DIRECT MAIL CAMPAIGN,
AND ORGANIZE FBG TO ATTEND
INTERNATIONAL MACHINE TOOL
SHOW, CHICAGO, ILL.
SEPTEMBER 6-15, 1978

23. SUBMIT PRELIMINARY AND X
FINAL REPORT ON U.S.
PAVILION AT XII BOGOTA
INTERNATIONAL FAIR.

24. PROMOTE AND ORGANIZE X
PLASTICS FORMING EQUIP-
MENT TRADE MISSION,
OCTOBER 19, 20, 21,
1977

SECTION III - CAMPAIGN DEVELOPMENT
CAMPAIGN NUMBER 2 PRIORITY RANK 3
CAMPAIGN TITLE: EQUIPMENT AND ENGINEERING SERVICES FOR
DEVELOPMENT OF ENERGY SYSTEMS.

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 BOGOTA 01732 03 OF 08 242001Z

ACTION ARA-10

INFO OCT-01 ISO-00 AID-05 CIAE-00 EB-08 FRB-01 INR-07
NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06 SP-02 CIEP-02
LAB-04 SIL-01 OMB-01 AGRE-00 FEA-01 STR-04 OES-06
EPA-04 INT-05 CU-04 /091 W
-----242135 031840 /63

R 232001Z FEB 77

FM AMEMBASSY BOGOTA
TO SECSTATE WASHDC 60
USDOC WASHDC

UNCLAS SECTION 3 OF 8 BOGOTA 1732

CAMPAIGN MANAGER: COMMERCIAL ATTACHE
OBJECTIVE AND RATIONALE: THROUGHOUT THE LATE 1970'S AND
1980'S , THE GOC WILL BE PLANNING OR IMPLEMENTING SEVERAL
LARGE HYDROELECTRIC PROJECTS WHICH WILL ADD
AND ESTIMATED 3,665 MW TO COLOMBIA'S INSTALLED CAPACITY.
ALTHOUGH SEVERAL OF THESE PROJECTS WERE DELAYED LAST YEAR,
THE GOVERNMENT HAS DECIDED TO GO AHEAD WITH THREE PROJECTS:
SAN CARLOS I (620 MW), MESITAS I (400 MW), AND CHIVOR
II (50 MW). AS WELL, FEASIBILITY STUDIES HAVE BEEN COMPLETED
AND CONSTRUCTION IS EXPECTED TO BEGIN ON THE FOLLOWING FOUR
PROJECTS DURING THE NEXT FOUR YEARS: SAN CARLOS II
(740 MW), SALVAJINA (210 MW), URRRA (1,070 MW) IN TWO STAGES)
AND CERREJON COAL OPERATED THERMAL PLANT (125 MW).
DESPITE FINANCIAL PROBLEMS, RECENT ELECTRIC SUPPLY SHORTAGES
CAUSED BY DRY WEATHER HAVE CONVINCED THE GOVERNMENT THAT THESE
FINANCIAL DIFFICULTIES MUST BE OVERCOME AND THAT WORK ON THE
PROJECTS MUST MOVE AHEAD AS SCHEDULED. THEREFORE, THE ELECTRIC
ENERGY SECTOR WILL OFFER EXCELLENT OPPORTUNITIES FOR U.S.
EXPORTS OF ELECTRIC GENERATION AND TRANSMISSION EQUIPMENT
FOR THE FORESEEABLE FUTURE. CAMPAIGN HIGHLIGHTS INCLUDE
PERSONAL VISITS TO ELECTRIC UTILITY DECISION MAKERS AND MO-
NITORING NEW DEVELOPMENTS IN ELECTRIC ENERGY
PROJECTS.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BOGOTA 01732 03 OF 08 242001Z

CAMPAIGN ACTIONS CUMULATIVE MILESTONES

DEC MAR JUN SEP

31 31 30 30

1. MONITOR PROGRESS AND NEW X X X X
DEVELOPMENTS FOR ALL
ELECTRIC ENERGY PROJECTS
UNDERWAY OR PLANNED.

2. CALL ON 5 DECISION MAKERS 1 2 3 5

OF COLOMBIAN ELECTRIC
UTILITIES
TO ALERT THEM TO EMBASSY
COMMERCIAL SERVICES, AND
POSSIBILITIES OF
EXIM BANK FINANCING.
ALSO DETERMINE SCHEDULES FOR
FEASIBILITY STUDIES,
ENGINEERING PROCUREMENT,
CONSTRUCTION AND PREQUAL-
IFICATION REQUIREMENTS FOR
PROJECTS.

3. PREPARE STATUS REPORT ON X
ENERGY PROJECTS, INCLUDING
PARTICIPATION OF U.S.
COMPANIES.

4. NOMINATE ONE LEADER GRANTEE
IN POWER SECTOR TO VISIT
U.S. ENGINEERING, CONSTRUC-
TION, AND PRIMARY EQUIPMENT
FIRMS.

5. CONTACT U.S. FIRMS WITH X
IN-COUNTRY REPRESENTATION
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BOGOTA 01732 03 OF 08 242001Z

IN ENGINEERING, CONSTRUCTION,
AND PRIMARY EQUIPMENT AREAS
TO DETERMINE THEIR INTEREST
AND PARTICIPATION IN THE
POWER PROJECTS.

6. SUBMIT LIGHT FOREIGN GOVERN- 2 4 6 8
MENT TENDERS.

7. PREPARE TWO NEWS ARTICLES 1 2
ON ELECTRIC ENERGY EQUIP-
MENT SERVICES FOR COMMER-
CIAL NEWSLETTER

8. PREPARE TWO PRESS 1 2
RELEASES ON NEW TECHNOLOGI-
CAL DEVELOPMENTS IN THE
UNITED STATES.

9. RECRUIT 5 U.S. COMPANIES 2 4 5
IN ELECTRIC ENERGY SYSTEMS
FIELD FOR PARTICIPATION IN

THE U.S. PAVILION AT THE
XII BOGOTA INTERNATIONAL
FAIR.

SECTION III - CAMPAIGN DEVELOPMENT

CAMPAIGN NUMBER 3 PRIORITY RANK 4

CAMPAIGN TITLE: AGRICULTURAL MACHINERY AND EQUIPMENT

CAMPAIGN MANAGER: LEON WEINTRAUB

OBJECTIVE AND RATIONALE: COLOMBIA IS THE MOST IMPORTANT
AGRICULTURAL PRODUCER IN THE ANDEAN PACT. ALTHOUGH ONLY
23 PERCENT OF THE TOTAL ARABLE LAND IN COLOMBIA IS CULTIVA-
TED BY MECHANICAL MEANS, AGRICULTURAL PRODUCTION AVERAGED
ABOUT 28 PERCENT OF COLOMBIA'S GROSS DOMESTIC PRODUCT OVER
THE PAST FIVE YEARS. IMPORTS OF AGRICULTURAL MACHINERY
UNCLASSIFIED

UNCLASSIFIED

PAGE 04 BOGOTA 01732 03 OF 08 242001Z

INCREASED OVER 125 PERCENT DURING THE PAST THREE YEARS AND
SHOULD REACH US\$52.6 MILLION BY 1979.
CAMPAIGN HIGHLIGHTS INCLUDE PERSONAL VISITS TO KEY OFFICIALS
AND REPRESENTATION OF AGRICULTURAL EQUIPMENT AT THE U.S.
PAVILION, XII BOGOTA INTERNATIONAL FAIR.

CAMPAIGN ACTIONS: CUMULATIVE MILESTONES

DEC MAR JUN SEP

31 31 30 30

1. IDENTIFY AND VISIT 10 3 6 8 10

GOC DECISION MAKERS IN ICA, CAJA

AGRARIA, IDEMA, AND THE

MINISTRY OF AGRICULTURE

TO PUBLICIZE EMBASSY

COMMERCIAL SERVICES AND

TO LEARN OF NEW DEVELOP-

MENTS IN THE AGRICULTURAL

FIELD.

2. CONTACT (10) REPRESENT- 3 7 10

ATIVES OF U.S. FIRMS TO

ENLIST PARTICIPATION IN

THE U.S. PAVILION, XII

BOGOTA INTERNATIONAL FAIR.

COORDINATE WITH USDOC TO ENCOU-

RAGE NTM PARTICIPATION.

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 BOGOTA 01732 04 OF 08 242010Z
ACTION ARA-10

INFO OCT-01 ISO-00 AID-05 CIAE-00 EB-08 FRB-01 INR-07
NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06 SP-02 CIEP-02
LAB-04 SIL-01 OMB-01 AGRE-00 FEA-01 STR-04 OES-06
EPA-04 INT-05 CU-04 /091 W
-----242134 031976 /63

R 232001Z FEB 77
FM AMEMBASSY BOGOTA
TO SECSTATE WASHDC 61
USDOC WASHDC

UNCLAS SECTION 4 OF 8 BOGOTA 1732

3. SUBMIT 10 TRADE OPPORTU- 2 4 7 10
NITIES

4. USING USIA FILM ON FOOD 1 1
PACKING AND PROCESSING
EQUIPMENT AND INDUSTRY
EXPERT, CONDUCT MINI-
SEMINARS IN PRINCIPAL
AGRICULTURAL REGIONS.

5. CONDUCT UPDATE STUDY ON X
FOOD PROCESSING AND
PACKING EQUIPMENT
(SEE ANNEX A)

SECTION III - CAMPAIGN DEVELOPMENT
CAMPAIGN NUMBER 4 PRIORITY RANK 5
CAMPAIGN TITLE: TELECOMMUNICATIONS EQUIPMENT AND
SYSTEMS.
CAMPAIGN MANAGER: JACK ORLANDO
OBJECTIVE AND RATIONALE: THE MARKET FOR TELECOMMUNI-
CATIONS EQUIPMENT SHOULD EXPAND RAPIDLY IN THE NEXT
FEW YEARS DUE TO CONTINUED GOC EMPHASIS ON TLECOM-
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BOGOTA 01732 04 OF 08 242010Z

MUNICATIONS AS AN INTEGRAL PART OF THE NATIONAL
GOVERNMENT DEVELOPMENT PLAN.
TELECOM HAS PROGRAMMED INVESTMENTS OF ABOUT US\$426
MILION OF THE 1977-1982 PERIOD. THE 54 TLEPHONE
COMAPANIES OPERATING INDEPENDENTLY FROM TELECOM WILL
ADD ANOTHER 500,000 LINES TO THEIR PRESENT NETWORK IN
THE NEXT FOUR YEARS. THIS EXPANSION WILL OCCUR PRIMARILY

IN THE FOUR LARGEST CITIES: MEDELLIN,
CALI AND BARRANQUILLA.

THE MARKET FOR PRIVATE AND PUBLIC TELECOMMUNICATIONS
SYSTEMS IS HIGHLY COMPETITIVE, AND A STRONG PROMO-
TIONAL EFFORT IS REQUIRED IN THIS AREA TRADITIONALLY
DOMINATED BY EUROPEAN SUPPLIERS.

CAMPAIGN HIGHLIGHTS INCLUDE PERSONAL CALLS ON GOVERN-
MENT AND PRIVATE TELEPHONE COMPANY DECISION MARKERS,
FOREIGN BUYERS GROUP TO INTEL COM'77 ATLANTA,GA., AND
IDENTIFICATION OF 10 FOREIGN GOVERNMENT TENDERS/TRADE
OPPORTUNITIES.

CAMPAIGN ACTIONS CUMULATIVE MILESTONES

DEC MAR JUN SEP

31 31 30 30

1. SUBMIT STATUS REPORT ON TELECOMMUNICATIONS
PROJECTS X

2. CALL ON 6 GOC AND PRIVATE TELECOMMUNICATIONS DECISION
MAKERS TO DISCUSS EXPANSION
PLANS AND INFORM THEM OF
THE POSSIBILITY OF EX-IM
BANK FINANCING

3. RECRUIT FBG TO INTELCOM'77 (WORLD COMMUNICATIONS
EXPO) ATLANTA, GA. OCTOBER
9-15, 1977. RELY ON USIS
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BOGOTA 01732 04 OF 08 242010Z

MEDIA SERVICES FOR PROMO-
TION AND RECRUITMENT.

4. PREPARE (2) PRESS RELEASES HIGHLIGHTING U.S. TELECOM-
MUNICATIONS EQUIPMENT AND
TECHNOLOGY 1 2

5. MONITOR INRAVISION EXPAN- SION PLANS, ESPECIALLY
REGARDING COLOR TELEVISION
THROUGH PERIODIC CONTACT
WITH DECISIONMAKERS. X X X X

6. SUBMIT (10) FOREIGN GOVERNMENT TENDER OR TRADE
OPPORTUNITIES 2 5 7 10

7. NOMINATE LEADER GRANTEE

FROM TELECOMMUNICATION X
SECTOR UNDER U.S. VISITOR
PROGRAM

SECTION III - CAMPAIGN DEVELOPMENT
CAMPAIGN NUMBER 5 PRIORITY RANK 6
CAMPAIGN TITLE: REFINERY, GAS, AND PETROCHEMICALS
CAMPAIGN MANGER: JOHN PENFOLD
OBJECTIVE AND RATIONALE: THIS CAMPAIGN WILL BE TAR-
GETED TO INCREASE THE ROLE OF U.S. COMPANIES SUPPLY-
ING EQUIPMENT AND ENGINEERING SERVICES FOR REFINERY,
GAS AND PETROCHEMICAL PROJECTS. IT WILL ALSO EMPHA-
SIZE PETROLEUM SERVICES AND OIL FIELD EQUIPMENT
SALES. THE TEXACO-ECOPETROL DEVELOPMENT OF THE
GUAJIRA GAS FIELDS WILL INCLUDE AT LEAST ONE AND
POSSIBLY TWO AMMONIA/UREA PLANTS AND A POSSIBLE LNG
FACILITY. IN ADDITION THERE IS A REFINERY EXPANSION
UNCLASSIFIED

UNCLASSIFIED

PAGE 04 BOGOTA 01732 04 OF 08 242010Z

AND SEVERAL TEMPORARILY POSTPONED MAJOR PETROCHEMICAL
PROJECTS WHICH SHOULD GET UNDERWAY. AS INVESTORS
BECOME MORE ASSURED OF THE ANDEAN PACT ASSIGNMENTS AND
PERMANENCE, THERE ARE A NUMBER OF PETROCHEMICAL INVEST-
MENTS THAT WILL BE MADE.
CAMPAIGN HIGHLIGHTS INCLUDE STATUS REPORTS ON PETROLEUM,
GAS, AND PETROCHEMICAL PROJECTS, PERSONAL CALLS ON
15 GOVERNMENT AND PRIVATE COMPANY DECISION MAKERS;
AND RECRUITING OF A FOREIGN BUYERS GROUP TO THE OFFSHORE
TECHNOLOGY CONFERENCE, MAY 1978.

SECTION III - CAMPAIGN DEVELOPMENT
CAMPAIGN ACTIONS: CUMULATIVE MILESTONES

DEC	MAR	JUN	SEP
31	31	30	30

1. PERSONAL CALLS ON 10 GOVERN-
MENT AND PRIVATE COMPANY 2 4 7 10
DECISIONMAKERS TO DISCUSS
MAJOR PROJECTS IN THIS
SECTOR AND INFORM THEM OF
EXIM BANK FINANCING AND
COMMERCIAL SERVICES OF
THE EMBASSY

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 BOGOTA 01732 05 OF 08 242023Z
ACTION ARA-10

INFO OCT-01 ISO-00 AID-05 CIAE-00 EB-08 FRB-01 INR-07
NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06 SP-02 CIEP-02
LAB-04 SIL-01 OMB-01 AGRE-00 FEA-01 STR-04 OES-06
EPA-04 INT-05 CU-04 /091 W
-----242133 032109 /63

R 232001Z FEB 77
FM AMEMBASSY BOGOTA
TO SECSTATE WASHDC 62
USDOC WASHDC

UNCLAS SECTION 5 OF 8 BOGOTA 1732

2. SUBMIT (4) FOREIGN 1 2 3 4
GOVERNMENT TENDERS OR TRADE
OPPORTUNITIES

3. PREPARE STATUS REPORTS ON X
PENDING AND PROPOSED
PETROCHEMICAL, GAS AND
REFINERY MAJOR PROJECTS.
INCLUDE INFORMATION ON U.S.
COMPANIES INVOLVED, FOREIGN
COMPETITION, TENDER SCHEDULE
AND FINANCING REQUIREMENTS.

4. RECRUIT AND MOUNT FBG TO X
THE OFFSHORE TECHNOLOGY
CONFERENCE, MAY 1978.

5. PREPARE FOUR PRESS RELEASES ON U.S. TECHNOLOGICAL
DEVELOPMENTS IN PETROLEUM,
AND GAS DEVELOPMENT.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BOGOTA 01732 05 OF 08 242023Z

6. NOMINATE LEADER GRANTEE X
FROM PETROCHEMICAL SECTOR UNDER
U.S. VISITOR PROGRAM

7. RECRUIT (5) U.S. COMPANIES FOR PARTICIPATION IN
THE U.S. PAVILION, XII BOGOTA
INTERNATIONAL FAIR. COO-

RDINATE WITH USDOC TO ENCOU-
RAGE NTM PARTICIPANTS

8. IDENTITY FOUR LOCAL 1 2 3 4
COLOMBIAN COMPANIES WHICH WOULD
BE GOOD CANDIDATES TO
REPRESENT U.S. FIRMS FOR OIL
FIELD EQUIPMENT.

SECTION III - CAMPAIGN DEVELOPMENT

CAMPAIGN NUMBER 6 PRIORITY RANK 7

CAMPAIGN TITLE: POLLUTION CONTROL AND WATER PURIFICATION
EQUIPMENT

CAMPAIGN MANAGER: LEON WEINTRAUB

OBJECTIVE AND RATIONALE: INT EH SPRING OF 1976, A POLLUTION
CONTROL TRADE MISSION WHICH VISITED BOGOTA REVEALED AN
UNEXPECTEDLY LARGE AND RAPIDLY GROWING MARKET FOR POLLUTION
CONTROL AND WATER PURIFICATION EQUIPMENT. THIS MARKET
WILL CONTINUE TO GROW DYNAMICALLY DUE TO THE IMPENDING IMPLE-
MENTATION IN 1977 AND 1978 OF ONE OF THE MOST EXTENSIVE
POLLUTION CONTROL LAWS IN LATIN AMERICA (LAW 43). THE GOC
ALSO HAS AN ACTIVE PROGRAM OF EXPANDING WATER SUPPLY AND
SEWAGE SYSTEMS IN NUMEROUS SMALL TO MEDIUM SIZE COMMUNITIES
WHICH WILL CRATE A GROWING MARKET THROUGH THE REST OF THIS
DECADE.

CAMPAIGN HIGHLIGHTS INCLUDE A STATUS REPORT ON THE IMPLE-
MENTATION OF LAW 43, PERSONAL CALLS ON DERECTIONS OF COMPANIES
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BOGOTA 01732 05 OF 08 242023Z

WHICH HAVE A POLLUTION PROBLEM TO DISCUSS INDUSTRY ANTI-
POLLUTION NEEDS AND TO PUBLICIZE U.S. EQUIPMENT AND EMBASSY
COMMERCIAL SERVICES, RECRUITMENT OF 3 U.S. FIRMS FOR PARTI-
CIPATION IN THE U.S. PAVILION AT THE XII BOGOTA INTERNATIONAL
FAIR, AND A STATUS REPORT ON WATER SUPPLY AND SEWERAGE PRO-
JECTS.

CAMPAIGN ACTIONS: CUMULATIVE MILESTONES

DEC MAR JUN SEP

31 31 30 30

1. PREPARE FOUR PRESS RELEA- 1 2 3 4
SES ABOUT U.S. TECHNICAL
DEVELOPMENT IN POLLUTION CON-
TROL.

2. WRITE STATUS REPORT ON THE X
INMPLEMENTATION OF LAW 43

3. RECRUIT THREE U.S. COMPA- 1 2 3
NIES FOR PARTICIPATION IN THE

U.S. PAVILION AT THE XII
BOGOTA INTERANTIONAL FAIR

4. PREPARE A STATUS REPORT ON X
WATER SUPPLY AND SEWAGE
PROJECTS. INCLUDE PARTICIPA-
TION OF U.S. FIRMS AND FOREIGN
COMPETITORS, TENDER SCHEDULE, ETC.

5. MAKE PERSONAL CALLS ON X X X X
DIRECTORS OF MAJOR INDUSTRIES
WHICH HAVE A POLLUTION PROBLEM
TO DISCUSS INDUSTRY ANTI-POLLUTION
NEEDS AND TO PUBLICIZE U.S.
EQUIPMENT AND EMBASSY COMMER-
CIAL SERVICES
UNCLASSIFIED

UNCLASSIFIED

PAGE 04 BOGOTA 01732 05 OF 08 242023Z

6. REPORT FOUR TRADE OPPORTUNI-
TIES ON TENDERS 1 2 3 4

7. PREPARE A MAILING LIST OF X
KEY GOC DECISION MAKERS IN THIS
SECTOR AND SEND THEM ACQUIRED
ARTICLES IN PACKETS ON "POLLU-
TION CONTROL".

SECTOR III - CAMPAIGN DEVELOPMENT
CAMPAIGN NUMBER 7 PRIORITY RANK 8
CAMPAIGN TITLE: EQUIPMENT AND ENGINEERING SERVICES FOR
THE MINING SECTOR

CAMPAIGN MANAGER: JOHN PENFOLD
OBJECTIVE AND RATIONALE: THIS CAMPAIGN INCLUDES EARTH-
MOVING AND MINING EQUIPMENT AND EQUIPMENT AND ENGINEERING
SERVICES RELATED TO INFRASTRUCTURE DEVELOP-
MENT OF SEVERAL LARGE PROJECTS.
THE COLOMBIAN GOVERNMENT RECENTLY SIGNED AN ASSOCIATION CON-
TRACT WITH EXXON TO DEVELOP STEAM COAL RESERVES IN THE GUAJIRA.
ECONOMIC AND PRELIMINARY ENGINEERING STUDIES BEGAN IN JAN
1977 AND COULD LEAD TO INVESTMENTS OF \$500 MILLION OVER THE
NEXT 5 YEARS IN MINING PORT AND RAILROAD DEVELOPMENT. EXXON'S
PARTNER, THE STATE COAL COMPANY, CARBOCOAL, HAS THE CERREJON
COAL CONCESSION CONTIGUOUS TO THE EXXON PROJECT WHICH THEY
WILL BE ASSESSING AND POSSIBLY DEVELOPING IN CONJUCTION
WITH OTHER FOREIGN INVESTORS. MOREOVER, THERE ARE NUMEROUS
LARGE METALURGICAL COAL DEPOSITS IN THE CENTRAL HIGHLANDS.
WHICH WILL BE EXPLORED OVER THE NEXT TWO YEARS.

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 BOGOTA 01732 06 OF 08 242058Z
ACTION ARA-10

INFO OCT-01 ISO-00 AID-05 CIAE-00 EB-08 FRB-01 INR-07
NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06 SP-02 CIEP-02
LAB-04 SIL-01 OMB-01 AGRE-00 FEA-01 STR-04 OES-06
EPA-04 INT-05 CU-04 /091 W
-----242132 032550 /63

R 232001Z FEB 77
FM AMEMBASSY BOGOTA
TO SECSTATE WASHDC 63
USDOC WASHDC

UNCLAS SECTION 6 OF 8 BOGOTA 1732

THE HANNAH MINING CERRO MATOSO NICKEL PROJECT WILL
PROBABLY GET UNDER WAY DURING 1977. LEADING TO ANOTHER
\$300 MILLION INVESTMENT. IN ADDITION, ENGINEERING
AND EXPLORATION SERVICES WILL BE NEEDED FOR URANIUM
EXPLORATION AND HIGHLY PROMOSING COPPER DEPOSITS WHICH
MAY LEAD TO ADDITIONAL MINING ACTIVITY IN THE LONG
RUN.

CAMPAIGN HIGHLIGHTS INCLUDE: AN INDUSTRY EXPORT
PRESENTATION ON COAL TECHNOLOGY, STATUS REPORTS
ON MINING PROJECTS, AN ANNUAL MINERALS REPORT, IDENTI-
FICATION OF 10 GOVERNMENT AND PRIVATE SECTOR DECISION
MAKERS IN THE MINING SECTOR; AND THE SUBMISSION OF 5
TRADE OPPORTUNITIES. FILM AND VIDEO TAPE PRESENTATIONS
ON U.S. MINING AND ENGINEERING TECHNOLOGY WILL ALSO BE
MADE TO KEY DECISIONS MAKERS.

CAMPAIGN ACTIONS: CUMULATIVE MILESTONES

DEC	MAR	JUN	SEP
31	31	30	30

1. IDENTIFY AND MAKE PERSONAL 3 5 7 10

CALLS TO TEN GOVERNMENT/
PRIVATE INDUSTRY DECISION-
MAKERS TO PROMOTE U.S.
EQUIPMENT, INFORM THEM OF

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BOGOTA 01732 06 OF 08 242058Z

EMBASSY COMMERCIAL
SERVICES, AND TO LEARN THE
STATUS OF MAJOR MINING PRO-
JECTS.

2. PLAN AND CONDUCT A TECHNICAL X
SALES SEMINAR/INDUSTRY
EXPERT VISIT TO ADDRESS
KEY OFFICIALS IN THE MINING
SECTOR

3. PREPARE FOUR PRESS RELEASES 1 2 3 4
ABOUT U.S. TECHNOLOGY IN THE
MINING SECTOR.

4. PREPARE A STATUS REPORT ON X
MINING PROJECTS INCLUDING
U.S. COMPANY AND THIRD
COUNTRY PARTICIPATION, TENDER
SCHEDULE, ETC.

5. SUBMIT FIVE TRADE OPPORTUNI- 1 2 4 5
TIES/GOVERNMENT TENDERS,
INCLUDING FEASIBILITY
STUDIES

6. RECRUIT FOUR U.S. COMPANIES 1 3 4
IN THE MINING SECTOR TO
PARTICIPATE IN THE U.S.
PAVILION AT THE XII BOGOTA
INTERNATIONAL FAIR.

7. SUGGEST STRATEGY LIKELY TO X X X X
ENHANCE CHANGES FOR U.S.
ENGINEERING/CONSTRUCTION
FIRMS TO SECURE CONTRACTS.
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BOGOTA 01732 06 OF 08 242058Z

8. MAKE ONE TRIP TO CERREJON/ X
CERROMATOSO REGION TO OBSERVE
PROGRESS IN COAL AND NICKEL
EXPLOITATION PROJECTS

9. NOMINATE LEASER GRANTEE FROM X
MINING SECTOR UNDER U.S.
VISITOR PROGRAM

10. UTILIZING USIS SUPPORT, X X X X
CONDUCT FILM AND VIDEO TAPE

PRESENTATION ON U.S. MINING
AND ENGINEERING TECHNOLOGY
TO KEY DECISIONMAKERS.

11. SUBMIT ANNUAL MINERALS REPORT X
SECTION IV - OTHER SPECIAL POST EFFORTS
ACTIVITY NO.1 RECRUITMENT OF 50 U.S. COMPA- PRIORITY 2
NIES AND MOUNTING U.S.
PAVILION IN THE XII BOGOTA
INTERNATIONAL FAIR
PRIMARY RESPONSIBILITY: JACK ORLANDO
DESCRIPTION/JUSTIFICATION
EVERY TWO YEARS, IN JULY OF EVEN NUMBERED YEARS, COLOMBIA
HOSTS A GENERAL INDUSTRIAL FAIR. THE U.S. HAS OFFICIALLY
PARTICIPATED IN THE LAST TWO FAIRS HELD IN 1974 AND 1976.
IN 1978, THE COMMERCIAL SECTION AGAIN PLANS TO ORGANIZE A
U.S. PAVILION WHICH INVOLVES RECRUITING 50 QUALITY U.S.
FIRMS WHICH HAVE PRODUCTS SUITABLE FOR THE "BEST
PROPECTS" SECTORS OF THE COLOMBIAN ECONOMY. THE
PLANNING AND ORGANIZATION OF THE U.S. PAVILION WILL
INVOLVE A LARGE AMOUNT OF THE EMBASSY'S RESOURCES; BUT,
THIS COMMITMENT IS JUSTIFIED DUE TO THE IMPORTANCE OF
THE BOGOTA FAIR AS A VEHICLE FOR INTRODUCING U.S.
PRODUCTS INTO THE COLOMBIAN MARKET.
UNCLASSIFIED

UNCLASSIFIED

PAGE 04 BOGOTA 01732 06 OF 08 242058Z

IN 1976, 1.3 MILLION PEOPLE VISITED THE U.S. PAVILION
WHICH GENERATED \$2.5 MILLION IN OFF-THE-FLOOR SALES
AND \$19.6 MILLION O IN ESTIMATED TWELVE-MONTH SALES.

ACTIONS TO BE TAKEN

1. WITH THE ASSISTANCE OF THE U.S. DEPARTMENT OF
COMMERCE, INITIATE PROMOTIONAL CAMPAIGN FOR THE U.S.
PAVILION. THIS INCLUDES PERSONAL VISITS TO LOCAL
REPRESENTATIVES OF U.S. FIRMS AND A DIRECT MAIL
CAMPAIGN TO SELECTED U.S. COMPANIES WHICH HAVE
EQUIPMENT SUITABLE FOR THE "BEXT PROSPECT" SECTORS
OF THE COLOMBIAN ECONOMY. THIS WILL BE COORDINATED
WITH THE APPROPRIATE CAMPAIGN MANAGERS.

2. MAINTAIN CONTACT WITH BOGOTA FAIR AUTHORITIES
CONCERNING DESIGN, SIZE, AND TECHNICAL REQUIREMENTS
FOR THE U.S. PAVILION.

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 BOGOTA 01732 07 OF 08 242038Z
ACTION ARA-10

INFO OCT-01 ISO-00 AID-05 CIAE-00 EB-08 FRB-01 INR-07
NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06 SP-02 CIEP-02
LAB-04 SIL-01 OMB-01 AGRE-00 FEA-01 STR-04 OES-06
EPA-04 INT-05 CU-04 /091 W
-----242131 032268 /63

R 232001Z FEB 77
FM AMEMBASSY BOGOTA
TO SECSTATE WASHDC 64
USDOC WASHDC

UNCLAS SECTION 7 OF 8 BOGOTA 1732

3. RECRUIT 50 SELECTED U.S. FIRMS WITH THE BEST POTENTIAL
FOR SIGNIFICANT SALES IN THE COLOMBIAN MARKET.

4. SUBMIT AFTER ACTION REPORT ON THE RESULTS OF THE U.S.
PAVILION.

SECTION IV - OTHER SPECIAL POST EFFORTS
ACTIVITY NO. 2 MAJOR PROJECTS PRIORITY 9
PRIMARY RESPONSIBILITY: COMMERCIAL ATTACHE
DESCRIPTION/JUSTIFICATION

ASIDE FROM CAMPAIGN MANAGERS' RESPONSIBILITY FOR MAJOR
PROJECTS UNDER THEIR RESPECTIVE CAMPAIGN
ACTIVITIES, A LARGE AMOUNT OF THE POSTS' RESOURCES WILL BE
DEVOTED TO FOLLOWING OTHER MAJOR PROJECT DEVELOPMENTS AND
ALERTING U.S. COMPANIES TO TRADE OPPORTUNITIES. A SYSTEMATIC
METHOD OF DEVELOPING NEW INFORMATION ON THESE MAJOR PROJECTS
IS BEING DEVELOPED AT POST AND WILL OUTLINE A PERIODIC REVIEW
SYSTEM OF THE CURRENT STATUS OF MAJOR PROJECTS. SPECIAL
ATTENTION WILL BE GIVEN TO THE FOLLOWING SECTORS:

1. IRON AND STEEL
 2. EDUCATION
 3. RAILROAD DEVELOPMENT
- UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BOGOTA 01732 07 OF 08 242038Z

4. PORTS
5. URBAN PLANNING
6. HOSPITALS
7. MASS TRANSIT SYSTEMS

ACTIONS TO BE TAKEN

1. ESTABLISH AND CULTIVATE CONTACTS WITH PERSONS
RESPONSIBLE FOR ECONOMIC AND INDUSTRIAL DEVELOPMENT PROGRAMS.
THESE CONTACTS WILL BE UTILIZED TO OBTAIN INFORMATION AT THE
INITIAL STAGES OF PROJECT DEVELOPMENT.

2. REPORT INFORMATION OBTAINED PROMPTLY SO INTERESTED U.S.
FIRMS CAN BE NOTIFIED.

3. EVALUATE AND RECOMMEND STRATEGY AND ACTIONS APPRO-
PRIATE FOR U.S. FIRMS TO EXPLOIT MAJOR PROJECT OPPORTUNITIES.

SECTION IV - OTHER SPECIAL POST EFFORTS

ACTIVITY NO. 3: PROMOTION OF U.S. PRIORITY 10

TRADE SHOWS

PRIMARY RESPONSIBILITY: LEON WEINTRAUB

DESCRIPTION/JUSTIFICATION

IN ADDITION TO ORGANIZING AND LEADING FOUR FOREIGN
BUYERS' GROUPS LISTED IN THE CAMPAIGN ACTIVITIES, POST WILL
PUBLICIZE THE FOLLOWING TRADE SHOWS BY MEANS OF BROCHURE MAILINGS
AND COMMERCIAL NEWSLETTER ARTICLES:

- NATIONAL ASSOCIATION OF FOOD EQUIPMENT

MANUFACTURERS SHOW, NEW ORLEANS, SEPT. 24-27, 1977

-BUILDING AND CONSTRUCTION EXPOSITION AND CONFERENCE,
CHICAGO, NOV. 1-3, 1977

-36TH EXPOSITION OF CHEMICAL INDUSTRIES,
CHICAGO, DEC 5-8, 1977.

- 1978 INTERNATIONAL CONCRETE AND AGGREGATES SHOW,
LAS VEGAS JAN. 22-26, 1978

- NATIONAL SPORTING GOODS ASS. SHOW,
HOUSTON, JAN. 26-29, 1978

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BOGOTA 01732 07 OF 08 242038Z

- INTERNATIONAL EXPOSITION FOR FOOD PROCESSORS,
CHICAGO, FEBRUARY 12-15, 1978

- INTERNATIONAL TRUCKING SHOW, SAN FRANCISCO,
MAY 10-12, 1978

- AMERICAN HOSPITAL ASS. CONVENTION, ANAHEIM,
SEPT. 11-14, 1978.

- INTERNATIONAL WOODWORKING MACHINERY AND
FURNITURE SUPPLY SHOW, LOUISVILLE, SEPT. 16-20,
1978.

SECTION IV- OTHER SPECIAL POST EFFORTS

ACTIVITY NO. 4 DEVELOPMENT OF A PRIORITY 22

COMMERCIAL INFORMATION

SYSTEM

PRIMARY RESPONSIBILITY: LEON WEINTRAUB AND JOHN PENFOLD

DESCRIPTION/ JUSTIFICATION

DUE TO THE INCREASING COMMERCIAL WORKLOAD IN BOGOTA AND
NUMEROUS DEMANDS FOR COMMERCIAL INFORMATION FROM U.S. BU-
SINESSMEN BY MAIL OR DURING PERSONAL VISITS, POST BELIEVES

THAT ROUTINE COMMERCIAL ACTIVITIES COULD BE GREATLY STREAMLINED THROUGH USE OF COMPUTER TIME-SHARING SERVICES OR A MINI-COMPUTER UNDER THE GUIDELINES SPECIFIED IN STATE AIRGRAM 5250, DATED AUGUST 20, 1976. THIS ACTIVITY WILL BE A FEASIBILITY STUDY TO DETERMINE IF AND WHAT TYPE OF INFORMATION SYSTEM IS NEEDED (TIME-SHARING, MINICOMPUTER, ETC). AND HOW IT SHOULD BE DESIGNED TO PROVIDE MAXIMUM USEAGE TO COMMERCIAL OPERATIONS IN REDUCING TIME-CONSUMING INFORMATION STORAGE AND RETRIEVAL TASKS.

ACTIONS TO BE TAKEN

(1) STANDARDIZE AND COORDINATE EXISTING MAILING LISTS FOR MORE EFFICIENT AND TIMELY DISTRIBUTION OF ECONOMIC/ COMMERCIAL INFORMATION TO SELECTED INDUSTRIAL GROWTH SECTORS IN COLOMBIA, E.G. UPCOMING FBG'S , TRADE MISSIONS, ETC. THIS WOULD BE CLOSELY COORDINATED WITH USIS MAILING LISTS FOR USIA ECONOMIC-RELATED PUBLICATIONS.

2. IDENTIFY 15-20 TARGET SECTORS AND DESIGN A SYSTEM TO ORGANIZE EXISTING COMMERCIAL INTELLIGENCE, MAJOR PROJECTS, UNCLASSIFIED

UNCLASSIFIED

PAGE 04 BOGOTA 01732 07 OF 08 242038Z

AND WTDR INFORMATION ABOUT THE FIRMS IN THESE SECTORS IN RANK ORDER.

3. CONDUCT FEASIBILITY STUDY AND SELECT SYSTEM MOST SUITABLE FOR THE NEEDS OF THE COMMERCIAL SECTION (E.G. TIME-SHARING, MINI COMPUTER, ETC).

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 BOGOTA 01732 08 OF 08 242040Z

ACTION ARA-10

INFO OCT-01 ISO-00 AID-05 CIAE-00 EB-08 FRB-01 INR-07
NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06 SP-02 CIEP-02
LAB-04 SIL-01 OMB-01 AGRE-00 FEA-01 STR-04 OES-06
EPA-04 INT-05 CU-04 /091 W

-----242131 032311 /63

R 232001Z FEB 77

FM AMEMBASSY BOGOTA
TO SECSTATE WASHDC 65
USDOC WASHDC

UNCLAS SECTION 8 OF 8 BOGOTA 1732

APPENDIX A - MARKET ANALYSIS UNIT ACTIVITIES

BY DEC. 31

1. UPDATE FOOD PROCESSING, PACKAGING, BOTTLING, AND REFRI-
GERATION EQUIPMENT MARKET SURVEY.
2. STATUS REPORT ON WATER SUPPLY AND SEWAGE PROJECTS.
3. STATUS REPORT ON TELECOMMUNICATIONS PROJECTS.

BY MARCH 31

4. UPDATE EARTH MOVING AND MINING EQUIPMENT MARKET SURVEY.
5. STATUS REPORT ON ENERGY PROJECTS.

BY JUNE 30

6. UPDATE AVIATION EQUIPMENT MARKET SURVEY.
7. UPDATE BUSINESS EQUIPMENT AND SYSTEMS MARKET SURVEY.

BY SEPTEMBER 30

8. STATUS REPORT ON IMPLEMENTATION OF LAW 43
(POLLUTION CONTROL)
9. FINAL REPORT ON RESULTS OF U.S. PAVILION IN 1978
BOGOTA INTERNATIONAL FAIR.

NOTE: DURING FY 1978, THREE ADDITIONAL DESK TYPE MARKET
SURVEYS WILL BE COMPLETED ON PROMISING SUBSECTORS.

SANCHEZ

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BOGOTA 01732 08 OF 08 242040Z

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 23-Feb-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977BOGOTA01732
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770064-1044
Format: TEL
From: BOGOTA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770219/aaaaaqoh.tel
Line Count: 1172
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 1cd060c3-c288-dd11-92da-001cc4696bcc
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 22
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE A-5960, 76 STATE 306159
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 30-Sep-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3257395
Secure: OPEN
Status: NATIVE
Subject: FY 1978 COUNTRY COMMERCIAL PROGRAM
TAGS: BEXP, AFSP, CO
To: STATE COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/1cd060c3-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009